

ASC's Theory of Change



Aquaculture is the fastest growing food production system globally



As the sector grows, so does its environmental and social **footprint**



ASC aims to transform aquaculture towards environmental sustainability and social responsibility creating value across the chain



These purchasing preferences **increase the demand** for responsibly farmed fish



When consumers buy **ASC certified fish**, they reward responsibly managed farms



Based on robust standards, the **ASC programme** aims to improve fish farming practices



Greater demand for responsibly farmed seafood **influences more farms** to be assessed against the ASC standards



The more farms that become certified, the greater the **environmental and social improvements**



ASC certified farms create less pressure on the environment and ensure social responsibility